



National Education Week

November 12 -16, 2007

Ideas for joining parents and students across the nation in celebrating South Carolina teachers who open up the world to children.

Media Outreach

Consider the following to bring the day to the attention of the local media:

- Invite a local newspaper reporter or editorial writer, or a local TV news personality, to spend a day as a guest teacher or classroom observer, and then to publish or air his or her observations on what being a teacher is like today.
- Suggest that local media outlets either publish or broadcast quick interviews where local citizens - both well-known and not - answer one question: What teacher had the greatest influence on your life? This can also make a great topic for a call-in radio show on Teacher Day.
- Remind the community that teachers make a difference--in the classroom and beyond--by running an ad in the local newspaper on Teacher Day, listing all the local organizations where teachers do volunteer work.
- Contact the advertising department of your local newspaper to suggest that they offer special classified ad rates for students and others in the community to "advertise" their appreciation of local teachers on Teacher Day. Ads can be directed to a specific teacher or a whole faculty. Local merchants may also want to purchase space on this special page or spread for a display ad saluting area teachers.
- Contact a popular local radio station about the possibility of airing public service announcements to get the word to the public about Teacher Day. Script the spots and offer to record them yourself or have students record them.
- Have students record PSA's for the local radio stations to play.
- Work with your local radio or TV station to have a "Teacher Trivia" contest - ask each school in your area to nominate one teacher to play. Ask questions from all subject matter. For the teacher who wins, give them a gift certificate and try to get a donation from local businesses to buy lunch for all of the teachers and staff in their school.
- Write a thank you in the local paper. Send out a press release about your Teacher Appreciation Week activities.
- Place handouts at local businesses reminding everyone to thank a teacher.
- Ask your mayor to declare the week "Teacher Appreciation Week".